

## ORDER



**Orders**  
**Order / Rev:** 722456  
**Alt Order #:** 06374920  
**Product Desc:** OFA EST 2051  
**Estimate:** 2051  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/15/12 / 10/24/12  
**Order Type:** Political

**WJXX-TV**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	38	\$12,505.00	\$10,629.25
10/22/12	10/28/12	5	\$2,540.00	\$2,159.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$15,045.00	\$12,788.25	0.00
<b>Totals</b>	<b>43</b>	<b>\$15,045.00</b>	<b>\$12,788.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/16/12	10/22/12	America This Morning	CM	430-5a	MTWT--S	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
				America This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWT--S		2			\$20.00		0.00				
2	WJXX	10/16/12	10/22/12	GMJ Sunrise	CM	5-6a	MTWTF--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		2			\$60.00		0.00				
3	WJXX	10/16/12	10/22/12	GMJ	CM	M-F 6a-7a	MTWTF--	:30	3	\$90.00	P-3	0.00	NM	3	\$270.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		3			\$90.00		0.00				
4	WJXX	10/16/12	10/22/12	Good Morning America	CM	M-F 7a-9a	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
				M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		3			\$110.00		0.00				
5	WJXX	10/21/12	10/21/12	GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
				GMJ Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$55.00		0.00				
6	WJXX	10/21/12	10/21/12	GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				GMA Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$150.00		0.00				

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 Alt Order #: 06374920  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama For America  
 Product Desc: OFA EST 2051  
 Estimate: 2051  
**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WJXX	10/21/12	10/21/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$150.00		0.00			
8	WJXX	10/16/12	10/22/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	MTWTF--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		3				\$75.00		0.00			
9	WJXX	10/16/12	10/22/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$225.00		0.00			
10	WJXX	10/16/12	10/22/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	MTWTF--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$60.00		0.00			
11	WJXX	10/16/12	10/22/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MTWTF--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		1				\$80.00		0.00			
12	WJXX	10/16/12	10/22/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$110.00		0.00			
13	WJXX	10/16/12	10/22/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$130.00		0.00			
E 14	WJXX	10/20/12	10/20/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$150.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	10/15/12-10/21/12	FCN Sat News at 6:30		Sat FCN News W	-----Sa--	:30		<del>(\$150.00)</del>		0.00	NM		
	Credited [CR]														
15	WJXX	10/21/12	10/21/12	ABC World News Week Sat-Sun 6p-630p	CM	Sat-Sun 6-630p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$175.00		0.00			
16	WJXX	10/16/12	10/22/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$275.00		0.00			
17	WJXX	10/16/12	10/22/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$200.00		0.00			
18	WJXX	10/20/12	10/20/12	Made in Hollywood Sa 7:30-8p	CM	Sa 7:30-8p	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$125.00		0.00			
19	WJXX	10/16/12	10/22/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTFSS		3				\$225.00		0.00			
20	WJXX	10/16/12	10/22/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WJXX	10/16/12	10/22/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2				\$200.00		0.00			
21	WJXX	10/22/12	10/22/12	Mon Prime A Mon Prime A	CM	8-9p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1				\$2,000.00		0.00			
22	WJXX	10/16/12	10/16/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1				\$2,000.00		0.00			
23	WJXX	10/17/12	10/17/12	Wed Prime A Middle/ Suburgatory	CM	Wed 8p-9p	--W----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1				\$850.00		0.00			
24	WJXX	10/18/12	10/18/12	Thu Prime C	CM	10-11p	---T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1				\$1,500.00		0.00			
25	WJXX	10/21/12	10/21/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$800.00		0.00			
26	WJXX	10/21/12	10/21/12	Sun Prime D 666 Park Avenue	CM	10-11p	-----S	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$600.00		0.00			
27	WJXX	10/20/12	10/20/12	Prime College Football 758p-1130p	CM	758p-1130p	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$2,500.00		0.00			
													Totals	43	\$15,045.00